MICHAEL OKWUDILI IDAM

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PROFESSIONAL SUMMARY

With a passion for building efficient, scalable web applications, I specialize in creating dynamic digital solutions using ReactJS, Laravel, PHP, Tailwind CSS, Bootstrap CSS and WordPress. I have a solid track record of delivering high-quality websites and applications, with experience ranging from frontend development to backend functionality. My background as a Digital Marketing/Social Media Manager has sharpened my ability to bridge the gap between development and consumer needs, ensuring seamless integration of technology with organizational goals.

Whether managing a brand's online presence or improving web functionality, I am dedicated to delivering results that exceed expectations. I am constantly seeking new challenges and opportunities to leverage my skills in a dynamic, growth-focused environment.

SKILLS

- • Laravel
- • ReactJS
- • TailwindCSS
- • PHP
- • Bootstrap CSS
- • Social Media Management
- • Javascript
- • Graphic Design
- • WordPress

WORK HISTORY

Web Developer / Digital Marketing Manager, Systemtrust Limited
03/2023 - Current
Lekki, Lagos

- Maintain, update and manage the company website ensuring the website is updated with accurate information, optimizing functionality, and enhancing user experience.
- Developed and manage a custom ERP solution to help streamline the company operations to improve employee efficiency and productivity.
- Developed an execute the content and digital marketing strategies for the company to increase lead generation and online visibility.
- Oversee social media content creation and posting schedules, engaging with followers, and expanding reach.
- Develop and test landing pages and CTAs to maximize lead conversions on the website.
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- Maintain brand consistency across all digital content, adhering to style guides and ensuring high-quality visuals.

Web Developer
Classic Almund CSL
01/2022 – 03/2023
Ikeja, Lagos

- • Built and maintained front-end and back-end components of web applications using Laravel, PHP, and JavaScript.
- • Developed and customized WordPress themes and plugins to meet client-specific requirements and enhance functionality.

EDUCATION

National Open University
BSc. Information Management
09/2019 - 07/2023

Akanu Ibiam Federal Polytechnic
National Diploma - Computer Science
10/2012 - 2014

NIIT Fortesoft Systems
Diploma in Website Development
 04/2016

CERTIFICATIONS

Google Digital Skills for Africa
Certification

 Zend PHP Developer Certificate

- · Ensured websites were mobile-friendly and responsive across devices, using HTML, CSS, and JavaScript frameworks..
- · Integrated third-party APIs and services to add new features and enhance website functionality.
- · Used Git for version control, ensuring codebase stability and easy collaboration with team members.

○ **Social Media Manager / Graphic Designer**
IConcepts Limited
 10/2020 - 01/2022
Victoria Island, Lagos

- · Created and executed social media strategies aligned with brand goals and audience interests.
- · Developed engaging and on-brand content, including graphics, videos, and captions, for multiple social media platforms.
- · Monitored social media channels, responded to comments/messages, and fostered a strong community by engaging with followers.
- · Created graphics and audio visual contents in line with brand messaging and strategy.
- · Used social media analytics tools to track performance, analyze trends, and adjust strategies accordingly.
- · Managed and optimized paid social media campaigns to maximize ROI.
- · Maintained brand voice and visual consistency across all platforms to enhance recognition

INTERESTS

- Travelling
- Gaming
- Music
- Poetry